



Massachusetts State Exposition Building

*Eastern States Exposition
West Springfield, Massachusetts
Contact*

Massachusetts Department of Agricultural Resources

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2008 GUIDELINES FOR EXHIBITING IN THE MASSACHUSETTS STATE BUILDING AT THE EASTERN STATES EXPOSITION (BIG E FAIR), WEST SPRINGFIELD, MASSACHUSETTS

The Massachusetts Department of Agricultural Resources (MDAR) is pleased to extend the opportunity to Massachusetts individuals, companies and/or organizations to exhibit in the Massachusetts State Exposition Building at the Eastern States Exposition (Big E Fair). Massachusetts individuals, companies and/or organizations who are selected to exhibit must abide by the guidelines set forth by the "2008 Guidelines for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts" (Guidelines). Any questions, concerns or comments regarding these Guidelines should be directed to Mary Jordan, Massachusetts State Building Manager (Building Manager) for the Massachusetts Department of Agricultural Resources. For the purpose of management during the 2008 fair season, building manager, assistant building manager and/or building manager designee will carry out the duties during the fair.

Mission of the Massachusetts Building

To showcase Massachusetts agriculture, commerce, food and tourism through informational, educational and marketing exhibits.

LAYOUT OF THE MASSACHUSETTS BUILDING:

For the 2008 Fair Season, there will be approximately 30 exhibit areas available within the Building and limited additional space outside of the Building to accomplish the mission of the building. A blend of non-profit and for-profit entities will be selected to occupy the exhibit areas. In order to uphold the Mission of the Massachusetts State Exposition Building, an effort will be made to have no more than 50% of the building's exhibits feature food products while the remaining exhibits will feature informational displays, hard goods and/or other Massachusetts products or services. Products, hard goods and other products or services (other than food products) sold in building must be available commercially on a regular basis (i.e. year-round availability, not just during the Big E).

The center area of the Massachusetts Building is an exceptional "open space" that provides a unique opportunity to modify the "look" of the building from fair to fair. Accordingly an annual theme may be identified by the Department for the Building's central area. If such a theme has been identified, exhibitors and or vendors who are selected to display in this area will be expected to develop exhibits that are representative of the theme.

BOOTH OCCUPANT CATEGORIES:

1. "Exhibitors" are defined as Massachusetts Not-for-Profit Organizations including state/ federal agencies, agricultural commodity groups, cooperatives, Chambers of Commerce, public charities and other non-profit entities. "Exhibitors" are also asked to identify the intent of their exhibit and how they intend to convey this message through an educational display, materials and/or publications.

2. “Vendors” are defined as For-Profit Massachusetts Companies including sole proprietorships, partnerships, corporations and any other forms of business entities engaged in business for profit.

BOOTH OCCUPANCY CRITERIA, FEE SCHEDULES AND LICENSING AGREEMENTS:

1. Exhibitors:

- a. Must be recognized by the Commonwealth of Massachusetts as a not-for-profit organization for the betterment of agriculture, commerce, food and/ or tourism.
- b. Must sell and/ or offer a sample of product, and/ or distribute appropriate informational material, as well as provide an educational opportunity to fair goers.
- c. Signs must be professional, be attractively displayed and pre-approved by the building manager.
- d. Must enter into a contract with the MDAR by date designated by the Department.
- e. Exhibitors, excluding government organizations and organizations not selling any products, will be required to provide a z – tape (daily total register tape) or similar accounting records (e.g. deposit slips, accounting ledger copies, etc) on a schedule that has been agreed upon by the Building Manager. Government organizations that have been selected to exhibit are fee exempt.

EXHIBITOR Fee Schedule:

- 1. Hard goods, specialty products (other than food/beverage) Exhibitor
\$10 / ft² or 5% of gross sales, which ever is less.**
- 2. Food and/or Beverage Exhibitor
\$15 /ft² or 5% of gross sales, which ever is less.**

- f. Booth space is for the entire 17 day fair, unless special arrangements have been made beforehand with Building Manager.
- g. Leasing and/ or sub-leasing any and/ or part of booth area with out approval of the Building Manager is prohibited.

LICENSING AGREEMENT:

Each Exhibitor will enter into an agreement with the Department that must be signed by both the Department and the Exhibitor by Friday, August 15, 2008.

There will be an opportunity for a multi-year agreement (up to 3 years) for those that have successfully been involved as an exhibitor for the past two consecutive years. It will be necessary to complete the first page of the application and only making note of changes to your exhibit where appropriate on the application.

2. Vendors:

- a. Must be recognized by the Commonwealth of Massachusetts as a for-profit (commercial) organization for the advancement of agriculture, commerce, food and/ or tourism.
- b. Must sell and/ or offer a sample of product, and/ or distribute appropriate informational material, as well as provide an educational opportunity to fair goers.
- c. Signs must be professional, be attractively displayed and pre-approved by the building manager.
- d. Must enter into a contract with the MDAR by date designated by the Department.

VENDOR Fee Schedule:

- 1. Hard Goods booth = \$15.00 / ft²**
- 2. Food and/or Beverage booth = \$20.00 / ft**

- e. Booth space is for the entire 17 day fair, unless special arrangements have been made beforehand with Building Manager.

- f. Leasing and/ or sub-leasing any and/ or part of booth area with out approval of the Building Manager is prohibited.

LICENSING AGREEMENT:

Each Vendor will enter into an agreement with the Department that must be signed by both the Department and the Exhibitor for implementation by Friday, August 15, 2008.

There is opportunity for a multi-year agreement (up to 3 years) for those that have successfully been involved as a vendor for the past two consecutive years. It will be necessary to complete the first page of the application and only making note of changes to your exhibit where appropriate.

NOTE: “Education only” booths that are NOT SELLING any products at the Fair and/or components of Exhibitor/Vendor Booths that provide an educational opportunity to Fair goers may be FEE EXEMPT

Public Health Requirements: An informational sheet will be provided to all food exhibitors and food vendors by the Building Manager as well as the application for a food establishment license and all will be required to comply fully with the same. All applications are to be sent directly to: Mary Jordan

Insurance Requirements

All exhibitors and vendors participating in the Massachusetts Building must, at their own expense, in a company rated A or better by A.M. Best and Company, provide the following insurance coverage:

General Liability Insurance:

Bodily Injury/Property Damage – limits of \$500,000 per occurrence.

Products/ Completed Operation – limits of \$500,000 per occurrence.

All policies must name the Commonwealth of Massachusetts as an additional named insured with respect to all operations in conjunction with the Massachusetts State Building/ Massachusetts Department of Agricultural Resources. The duration of the additional names insured status shall be for the entire month of September through the first 7 days following the closing of the Fair (September 1st to October 6th). All Certificates of Insurance must provide a thirty (30) day notice of cancellation or non-renewal to the Massachusetts Department of Agricultural Resources.

Certificates of Insurance, floor space rental fee and contract must be received by the Department on designated date determined by the Department (please refer to “Calendar of Activities” on application to display in the Massachusetts Building). In the event that an exhibitor or vendor fails to comply with the terms and conditions contained herein, the Operating Rules for Exhibiting in the Massachusetts Building, and/ or in any other rules regarding the Big E, the Department may exclude such party either before the commencement of the Fair and/ or at any time during its operation.